

# Thoughts from the General Manager & Board of Directors

As we present you with our annual Report to the Community, we thank you for supporting Santa Barbara MTD and for helping us to remain among the top-performing transit operators in the country.

As transit ridership decreases nationwide, MTD is no exception. However, we are proud to consistently have one of the highest levels of transit ridership-per-capita in the State of California.

We continue to implement our 5 Year Strategic Plan, formulated by MTD's Board of Directors, by focusing on customer satisfaction, modernization, workforce development, and long-range planning. Our leadership team is committed to

enhancing the ridership experience and ensuring fiscal stability for the District.

Over 25 years after MTD launched the nation's first electric transit fleet with our popular Downtown-Waterfront Shuttle service, we are excited to usher in updated electric vehicles later this year.

I am dedicated to advancing the modernization of our fleet and facilities, and I look forward to continue working with the Board and the riding public to make our service appealing and user-friendly.



**Jerry Estrada**  
MTD General Manager

Board of Directors  
Dave Davis, Chair  
Chuck McQuary, Vice Chair  
Bill Shelor, Secretary  
Paula Perotte  
Olivia Rodriguez  
David Tabor  
Dick Weinberg



## The Mission of MTD

**is to enhance the mobility of South Coast residents, commuters, and visitors by offering safe, appealing, equitable, environmentally responsible, and fiscally sound transit service.**

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# REPORT TO THE COMMUNITY

## Enhancements & Upgrades



January 2017

SANTA BARBARA  
**MTD**

## MTD Upgrades Fleet & Facility

### Secured \$5.6 million in discretionary federal funds

MTD competed successfully against transit agencies nationwide to secure \$5.6 million in discretionary federal funds. These funds will assist in replacing the 1998 fleet of 14 Nova Buses.

### Rolled out on-board bilingual audiovisual information systems

In the past year we have rolled out a new on-board announcement system, providing riders with bilingual audiovisual information about upcoming stops and tips for riding safely, and we've equipped over 80% of the fleet with video camera recording capabilities.

### New fleet of electric shuttles

In order to replace our aging fleet of 22' electric vehicles, MTD has entered into agreements for a new fleet of custom-built BYD electric shuttles. The new shuttles are being built in Lancaster, CA, and will be delivered and put into service in 2017.



### Installing new fareboxes with smartcard technology

MTD has also awarded a contract for new FastFare fareboxes, which will be installed in 2017. These state-of-the-art fareboxes are outfitted with smartcard technology, allowing MTD to phase in newer, more user-friendly methods of paying fares.

### Transit Center renovation

We are working towards the renovation of the Downtown Santa Barbara Transit Center and rehabilitation of the bus circle pavement, complete with upgraded lighting and restrooms, improved workspace for employees, and attractive landscaping.

## MTD at a Glance

### District Stats



**106**  
VEHICLES IN FLEET



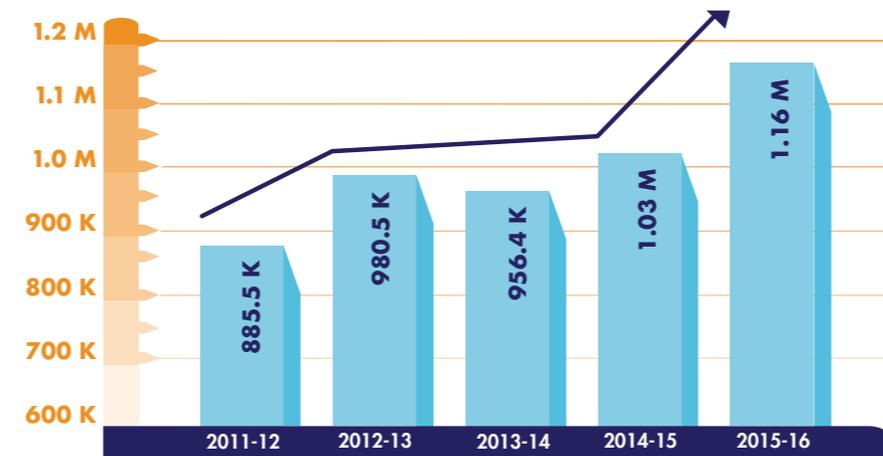
**22,900**  
DAILY WEEKDAY PASSENGERS

**211,000**  
REVENUE HOURS

**6,900,000**  
YEARLY PASSENGERS

**2,550,000**  
MILES DRIVEN ANNUALLY

### 31% Growth In UCSB Ridership



Fiscal Year 2015-16 Statistics

## MTD Enhances Service

### Streamlined service between Downtown Santa Barbara and Old Town Goleta

We have seen success in the consolidation of Lines 8 and 9 into Line 7, creating a loop with more regular service that serves Downtown Santa Barbara, La Cumbre, County Health, Fairview, and Old Town Goleta.

### Launched new route to UCSB

In partnership with UCSB, our new Line 28 serving UCSB, El Colegio, and Camino Real Marketplace began service. Ridership is strong on this new route and we expect an even heavier use when additional off-campus UCSB housing is completed later in 2017.

### Extended SBCC pass agreement

In an effort to maintain ease of access for Santa Barbara City College students, we executed a new two-year agreement with the college to continue to allow students to use their school IDs as a bus pass, helping to alleviate traffic and parking concerns in the campus neighborhood.

### Mobile app in development

MTD is testing a mobile app that will allow riders to track real-time arrivals of our buses and plan trips in a convenient manner.

## Fiscal Responsibility & Leadership

### Collective Bargaining Agreements

District management signed a new three-year Collective Bargaining Agreement with MTD's bus operators, supervisors, utility workers, and mechanics.

### Expanded MTD leadership team

In 2016 we welcomed two new managers to our team: Fleet and Facilities Manager David Harbour and Marketing and Community Relations Manager Hillary Blackerby. In addition to managing the maintenance of MTD's fleet and properties, Mr. Harbour

is overseeing the procurement of our new electric shuttles and will be undertaking the implementation of the new farebox system in tandem with Brad Davis, CFO for MTD. Ms. Blackerby is leading the drafting of a 5-year marketing plan to increase ridership and is working to ensure that MTD provides exceptional customer service through our transit center employees.

### Adopted Cash Reserves Policy

MTD's board of directors adopted a first-ever Cash Reserves Policy to ensure the fiscal stability of our operations.